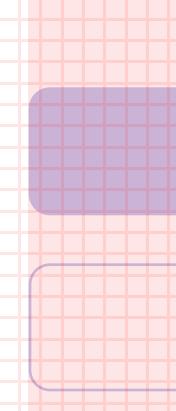
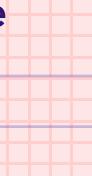




Author

**Mark Rodriguez**  
Service Designer & UX Researcher[Follow](#)

## The UXRP Empire

UX/UI    Communication    Design

24 May 2018

[Problem](#)[Research](#)[Solutions](#)[Outcome](#)[Takeaways](#)

### Abstract

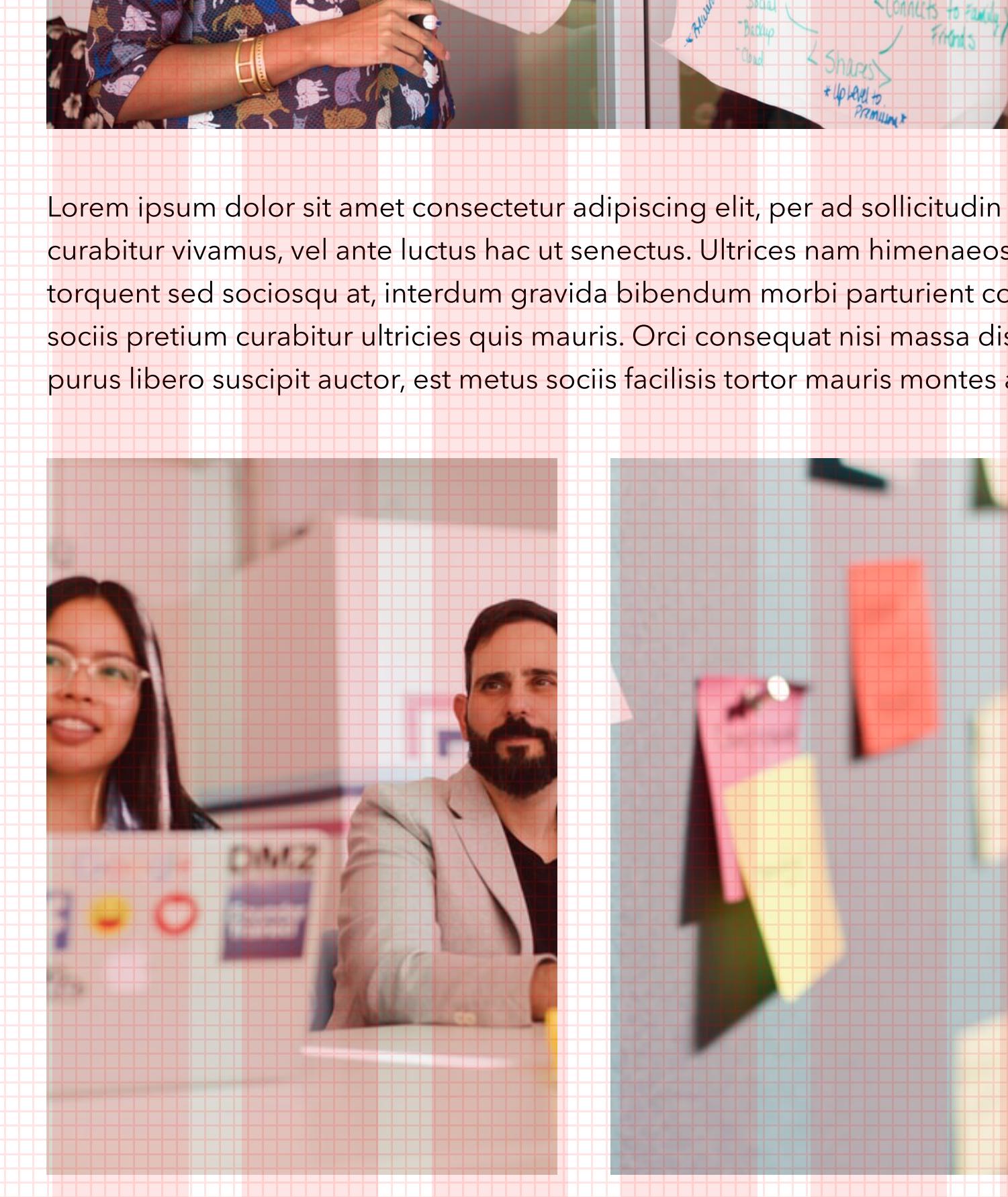
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### Problem

#### How it started

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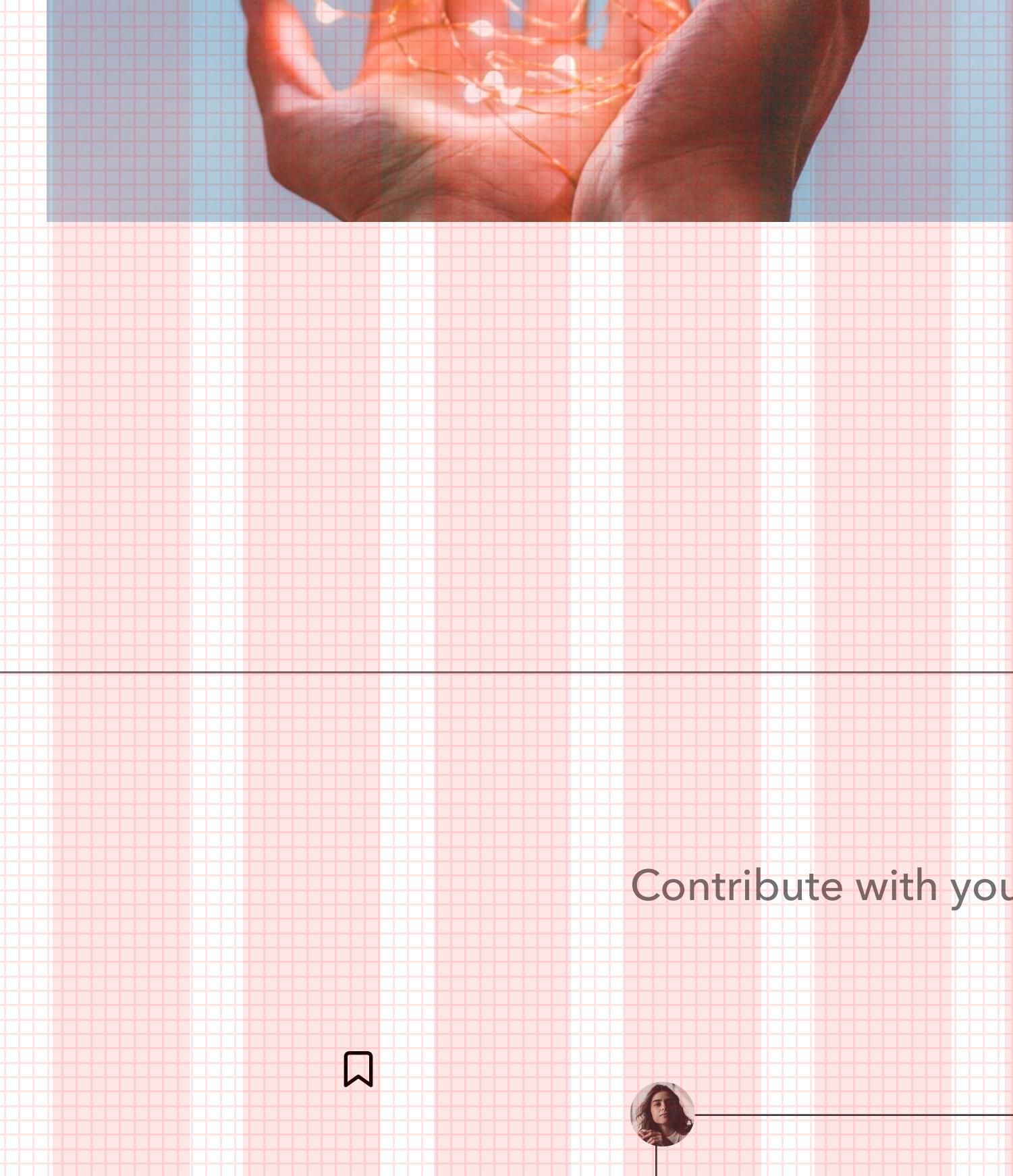
### Research

#### Who's our target?

##### Personas & Customer Journey

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### Solutions

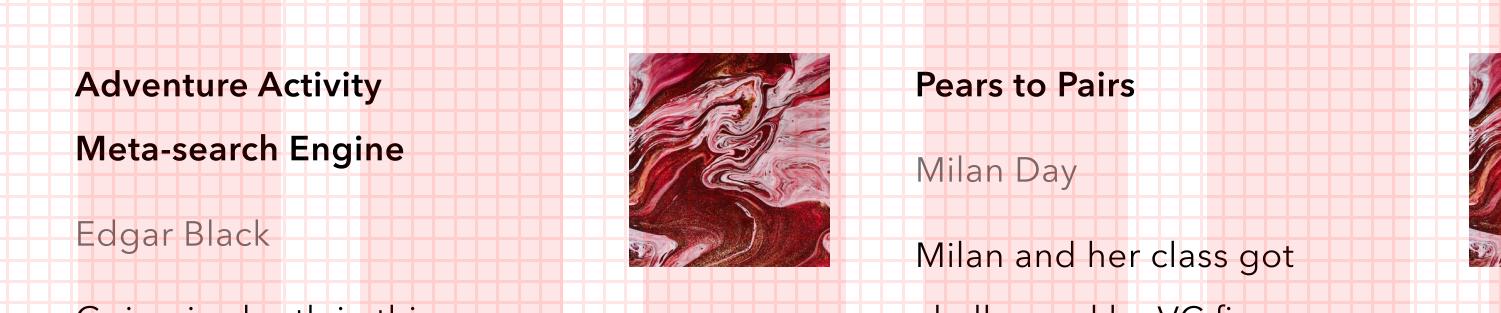
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### Outcome

#### Equalising the field

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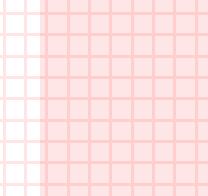
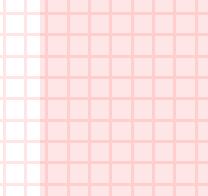
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AR   App   Social Media

#### Moment Brew

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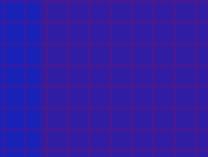
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Sport   App   Social Media

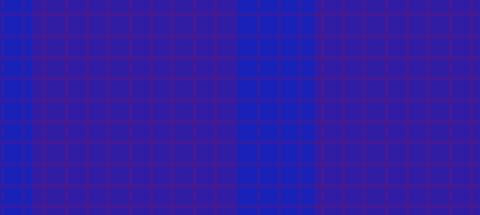
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